CONTRACT



KSTU 5020 W. Amelia Earhart Dr. Salt Lake City, UT 84116 (801)532-1300

And:

Media Strategies & Research 1580 Lincoln St Suite 510 Denver, CO 80203

	Contract / Revision			Alt Order #			
	.569910	1					
Product							
Matheson for Congress 2	012						
Contract Dates	Estimate #						
10/29/12 - 11/06/12	11638						
Advertiser			<u>Ori</u>	ginal Date	/ Revision		
Matheson/D/Congress			0	8/21/12	/ 10/30/12		
	Billing Cycle	Billing	Cal	endar	Cash/Trade		
and the second second second	EOM/EOC	Broadcast		÷	Cash		
	Station	Account Executive		xecutive	Sales Office		
i	KSTU	Kent C	arb	on	Salt Lake City		
•	Special Hand	ling					
	Demographic						
	Adults 25-54						
	IDB#	Adverti	ser	Code	Product Code		
	Agency Ref			Advertiser	Ref		
•		•			14		

		Spots/		Tot	als
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Sp	ots	Amount
1 13 10/29/12 11/06/12 M-F 5a-530a	5a-530a	:30	NM	7	\$1,225.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/29/12 11/04/12 11111 5	\$175.00				
Week: 11/05/12 11/11/12 11 2	\$175.00	<u></u>	· · · · · · · · · · · · · · · · · · ·		04 005 00
2 13 10/29/12 11/06/12 M-F 530a-6a	530a-6a	:30	NM	7	\$1,225.00
Start Date End Date Weekdays Spots/Week	Rate	•			
Week: 10/29/12 11/04/12 11111 5 Week: 11/05/12 11/11/12 11 2	\$175.00 \$175.00				
VVCCR. 11/03/12 11/11/12 11		•20	NM	7	\$2,625.00
3 13 10/29/12 11/06/12 M-F 6a-7a	6a-7a Rate	:30	IAIAI	,	Ψ2,020.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 111111 5	\$375.00				
Week: 10/29/12 11/04/12 111111 5 Week: 11/05/12 11/11/12 11 2	\$375.00	,			
VVCCR, 17700712 1771772 22	7a-8a	:30	NM	10	\$3,750.00
4 13 10/29/12 11/06/12 M-F 7a-8a Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	Rate	,60			
Week: 10/29/12 11/04/12 11121 6	\$375.00				
Week: 11/05/12 11/11/12 22 4	\$375.00				
5 13 10/29/12 11/06/12 M-F 8a-9a	8a-9a	:30	NM	9	\$3,375.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/29/12 11/04/12 11111 5	\$375.00	· ·			
Week: 11/05/12 11/11/12 22 4	\$375.00				0005.00
6 13 10/29/12 11/04/12 Sa 7a-9a	7a-9a	:30	MM	1	\$325.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$325.00		1		
Week: 10/29/12 11/04/12S- 1			NM	1	\$325.00
7 13 10/29/12 11/04/12 Su 7a-9a	7a-9a	:30	INIVI	1	\$525.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1	<u>Rate</u> \$325.00				
VVCCK, 10/20/12 11/0 // 12	9a-10a	:30	NM	2	\$300.00
E 8 13 10/29/12. 11/04/12 M-F 9a-10a Start Date Find Date Weekdays Spots/Week	Rate	.30		_	*******
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -11 2	\$150.00				
VVCCR. 10/20/12 11/0 11/2	10a-11a	:30	NM	1	\$150.00
9 13 10/29/12 11/04/12 M-F 10a-11a Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate				
Week: 10/29/12 11/04/12F 1	\$150.00				
10 13 10/29/12 11/04/12 M-F 11a-12p	11a-12p	:30	NM	2	\$350.00
10 10 10/2012 11/01/12 7.5	•				

(* Line Transactions: N = New, E = Edited, D = Deleted)

(LINE TIAISACTIONS. IN - NEW, E - EUREU, D - Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute any payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU 5020 W. Amelia Earhart Dr. Salt Lake City, UT 84116 (801)532-1300

	Contract / Revision	Alt Order #
	569910 /	
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Matheson for Congress	11638

Original Date / Revision Advertiser 08/21/12 / 10/30/12 Matheson/D/Congress

	<u> </u>	The state of the s		
		Spots/	Т	otals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/29/12 11/04/12 1-1 2	\$175.00	.20	NM 6	\$1,200.00
11 13 10/29/12 11/05/12 M-F 3p-4p Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	3p-4p <u>Rate</u>	:30	INIVI	φ1,200.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 111111 5	\$200.00			
Week: 11/05/12 11/11/12 1 1	\$200.00	The state of the s		M4 000 00
12 13 10/29/12 11/05/12 M-F 4p-5p	4p-5p	:30	NM 6	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 11111 5	<u>Rate</u> \$200.00			
Week: 11/05/12 11/11/12 1 1	\$200.00			
13 13 10/29/12 11/05/12 M-F 5p-530p	5p-530p	:30	NM 6	\$1,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$300.00		ļ	
Week: 10/29/12 11/04/12 111.11 5 Week: 11/05/12 11/11/12 1 1	\$300.00			
E 14 13 10/29/12 11/05/12 M-F 530p-6p	530p-6p	:30	NM 5	\$2,000.00
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12 11/04/12 111111 5	\$400.00 Stort/End Time	Weekdays Length Rate	Type	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 13 10/29/12-11/04/12 M-F 530p-6p	Start/End Time 530p-6p	MTuWThF :30 \$400.00	NM	
7 13 10/29/12-11/04/12 10/-1 330p-0p Credited				
Week: 11/05/12 11/11/12 1 1	\$400.00			# 7 00.00
15 13 10/29/12 11/04/12 Su 5p-530p	5p-530p	:30	NM 2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 2	<u>Rate</u> \$350.00]	
E 16 13 10/29/12 11/04/12 FOX Prime Monday 7-8p	7p-8p	:30	NM 1	\$1,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•
Week: 10/29/12 11/04/12 M 1	\$1,800.00 Start/End <u>Time</u>	Weekdays <u>Length</u> <u>Rate</u>	Type	
Spot Ch Date Range Description 1 13 10/29/12-11/04/12 FOX Prime Monday 7-8p	Starvend Time 7p-8p	M:30 \$1,800.00	NM	
See MG 16.2	·			
2 13 10/29/12-11/04/12 FOX Prime Friday 7-8p	7p-8p	F :30 \$1,800.00	NM	
(B) MG for 16.1 10/29	0= 1005=	:30	NM 6	\$9,000.00
17 13 10/29/12 11/05/12 M-F 9p-1005p Start Date End Date Weekdays Spots/Week	9p-1005p Rate	.50		Ţ-,2 -
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 111111 5	\$1,500.00			
Week: 11/05/12 11/11/12 1 1	\$1,500.00	the state of the s		#C00 00
18 13 10/29/12 11/04/12 Sa 9p-1005p	9p-1005p	:30	NM 1	\$800.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S- 1	<u>Rate</u> \$800.00			
19 13 10/29/12 11/04/12 Su 9p-1005p	9p-1005p	:30	. NM 1	\$1,500.00
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12 11/04/12S 1	\$1,500.00	.20	NM 1	\$400.00
20 13 10/29/12 11/04/12 M-F 1005p-1035p Start Date Fnd Date Weekdays Spots/Week	1005p-1035p <u>Rate</u>	:30	IAIAI	φ+00.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	\$400.00	<i>r</i>		
21 13 11/05/12 11/05/12 M-F 12p-1230p	12p-1230p	:30	NM 1	\$125.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 11/05/12 11/11/12 M 1	\$125.00	:30	NM 2	\$900.00
22 13 10/29/12 11/05/12 M-F 630p-7p Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	630p-7p <u>Rate</u>	.50	7	+ 5 4 5
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	\$450.00		Į	

08/21/12 / 10/30/12



KSTU 5020 W. Amelia Earhart Dr. Salt Lake City, UT 84116 (801)532-1300

Signature:

	Contract / Revision 569910 /	Alt Order #
Contract Dates 10/29/12 - 11/06/12	Product Matheson for Congress	Estimate # 211638
Advertiser	Orig	inal Date / Revision

		Spots/			tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$450.00				
N 23 13 11/02/12 11/02/12 M-F 10a-11a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12F 1	10a-11a <u>Rate</u> \$150.00	:30	NM	1	\$150.00
N 24 13 10/29/12 11/05/12 M-F 5p-530p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 11 2 Week: 11/05/12 11/11/12 1 1	5p-530p <u>Rate</u> \$800.00 \$800.00	:30	NM	3	\$2,400.00
N 25 13 11/05/12 11/06/12 M-F 6a-7a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	6a-7a <u>Rate</u> \$375.00	:30	NM	1	\$375.00
N 26 13 10/29/12 11/05/12 M-F 530p-6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/1211 2 Week: 11/05/12 11/11/12 1 1	530p-6p <u>Rate</u> \$900.00 \$900.00	:30	MM	3	\$2,700.00
N 27 13 10/29/12 11/04/12 M-F 7a-8a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 111 3	7a-8a <u>Rate</u> \$600.00	:30	NM	3	\$1,800.00
N 28 13 11/02/12 11/02/12 M-F 530p-6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	530p-6p <u>Rate</u> \$900.00	:30	NM	1	\$900.00
N 29 13 11/05/12 11/05/12 M-F 530p-6p Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	530p-6p <u>Rate</u> \$900.00	:30	NM	1	\$900.00
N 30 13 10/29/12 11/04/12 Sa 9p-1005p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S- 1	9p-1005p <u>Rate</u> \$1,500.00	:30	MM	1	\$1,500.00
		Totals		99	\$45,800.00
Time Period # of Spots Gross Amount	Net Amount				
10/29/12 -11/06/12 99 \$45,800.00	\$38,930.00				
Totals 99 \$45,800.00	\$38,930.00				

Matheson/D/Congress

Date: _____